

ABSTRACT OF THE DISCLOSURE

In a method and device to generate a print image on a carrier material, a surface of a print carrier is covered with a layer of a fountain solution which is one of ink-repelling and ink-attracting. Ink-attracting and ink-repelling
5 regions are generated via structuring. Ink is applied that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions. The applied ink is transferred onto the carrier material. To structure, radiation of a lamp is directed toward the print carrier surface and is controlled via a control element with a control signal.

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